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Impact of Tourism in Economic Development - A Study with Reference to Vellore District

J. Ammu

*Assistant Professor, Department of History
S.S. Government Arts College, Tiruttani, Tamil Nadu, India*

V. P. Prince Prabakaran

*Associate Professor, PG & Research Department of Economics
Voorhees College, Vellore, Tamil Nadu, India*

Abstract

India is widely recognized as one of the most ancient civilizations, characterized by its diverse and culturally significant past. India has long been a focal point of interest for various individuals due to a multitude of factors. India possesses a time-honored heritage of tourism. The industry in question was present within the informal sector since ancient times and was engaged in by individuals from many social groups. India, as an expansive and heterogeneous nation, has something to provide for all individuals. The conventional manner in which visitors are received in India is rooted in the mythological notion of 'Athithi Devo Bhavah', which translates to 'Guest is God'. This is the most recent slogan the Indian tourism sector has used. In order for India to become a global leader in the tourism industry, it is imperative that all branches of the central and state governments, the private sector, and voluntary organizations actively collaborate to achieve sustainable growth in tourism. This is because tourism is a multifaceted activity and primarily a service industry. This study seeks to examine and assess the influence of tourism on the economic progress of Vellore District. This study holds significant importance as a substantial number of individuals visited Vellore, not alone for medical treatment but also for tourism purposes. The prominent tourist destinations in and around Vellore encompass the Historic Vellore Fort, Government Museum, Science Park, Vainu Bappu Observatory, and Amirthi Zoological Park, as well as religious sites such as Jalakandeswarar Temple, Srilakshmi Golden Temple, Big Mosque, St. John's Church, Yelagiri Hill Station, and CMCH, which offers exceptional medical care at an affordable price.

Keywords: Tourism, Economic Development.

Introduction

The tourist industry in India possesses significant potential for job creation and substantial foreign exchange earnings, in addition to contributing to the general economic and social progress of the country. Significant progress has been made in terms of augmenting air seat capacity, enhancing train and railway connectivity to prominent tourist destinations, implementing road four-lining initiatives to connect key tourist centers, and expanding the availability of lodging options through the inclusion of heritage hotels in the hotel industry and the promotion of paying guest accommodations.

Initially, tourism emerged as a primary preoccupation for affluent individuals who embarked on journeys to remote regions of the globe to observe magnificent architectural structures, appreciate diverse artistic expressions, acquiring new languages, immersing themselves in unfamiliar cultures, and sampling various culinary delights. Three significant periods in the history of tourism may be identified. The fact that tourism involves being in a different location requires

the utilization of transportation. Transportation is an essential prerequisite for tourism, and the three epochs can be characterized by certain types of transportation. Mechanized transportation has facilitated travel for a substantial section of the population in developed nations, at the very least. The initial epoch refers to the formative period of the railway system, spanning until the year 1840. The second era encompasses the entirety of the railway era. The third epoch refers to the post-World War II period characterized by notable advancements in private motor cars, buses, and coaches. It also encompasses the post-World War II era, during which civil aviation and private motor cars gained prominence as the primary means of transportation in the tourism industry.

Prior to the Industrial Revolution, travel mostly served the goals of pilgrimages and commercial or governmental endeavours. Private travel was absent during the medieval period. The term “travel” originates from the medieval English word “travail,” denoting the experience of enduring significant adversity. This etymology effectively captures the essence of travel at its earliest stages of development. Based on the elucidation provided to World Travel, Marco Polo can be regarded as the inaugural global tourist.

Tourism is currently seeing rapid growth on a global scale. Tourism provides us with an opportunity to break away from our mundane and monotonous lifestyles. Mark Twain astutely stated, “Even the realm of heaven can become tedious over time.” The requirements of both humans and animals vary in order to achieve optimal levels of success in all businesses. Tourism facilitates that transformation. The 19th and 20th centuries witnessed the rise in popularity of leisure and tourism as integral aspects of human existence. This sector is experiencing significant expansion in the global economy. A wide range of activities and enterprises are encompassed within the realm of nature-based tourism. We inhabit a world characterized by perpetual transformation, a world that consistently advances and advances towards elevated standards of comfort and welfare. Tourism has emerged as a highly desirable economic enterprise in contemporary times, with its social endeavors aimed at attracting and catering to visitors

and generating additional or fundamental revenue to support the overall well-being of the community.

Tourism is frequently perceived as a burgeoning economic prospect and recognized as a significant catalyst for worldwide economic growth. It plays a significant role in the movement of wealth between countries and the redistribution of income, resulting in a substantial increase in wealth and income for the low-income group in the tourism region. The extent of advantages derived from tourism is predominantly contingent upon the degree of economic self-sufficiency exhibited by the hosting region. The influx of fresh capital through foreign visitors is tantamount to the revenue generated from any other form of global commerce. The Indian tourism sector makes a significant contribution of over 6.1 percent to the Gross National Product (GNP). It serves as a major source of employment, directly and indirectly, for over 27 million individuals, accounting for 5.7 percent of the overall workforce in the country. The tourist sector in India has experienced significant growth during the past three decades. The primary objective of both the central and state governments is to establish tourism as a significant catalyst for economic expansion while also leveraging its direct and multiplier impacts to promote employment opportunities and alleviate poverty in an environmentally sustainable manner.

India’s tourism sector is experiencing significant growth. Notwithstanding the economic downturn, the tourism sector has seen remarkable expansion in the influx of international tourists. India is positioned at the 42nd rank globally in terms of the influx of international tourists. The World Travel and Tourism Council (WTTC) has identified India and China as two of the most promising tourism hubs for the ensuing 10 to 15 years. Currently, tourism stands as the most dynamic tertiary sector, constituting the third sector and exerting a significant influence on the economy. The Travel and Tourism Competitiveness Report positioned tourism in India as the sixth most competitive in terms of pricing and the 39th most competitive in terms of safety and security. According to the WTTC, India’s competitive edge stems from its enigmatic allure, which encompasses its ancient civilization and culture.

The nation possesses a wide array of attractions, encompassing the highest mountains globally, an extensive coastline featuring exceptional beaches, abundant tropical forests, captivating wildlife, desert safari opportunities, lagoons, backwaters, ancient majestic monuments, forts, and palaces, diverse cultural heritage, vibrant folk arts, and distinctive hospitality, among other offerings. The incorporation of tourism development has consistently been a fundamental component of the nation's five-year plans.

In contemporary times, tourism has evolved beyond mere enjoyment to encompass a profitable service. The vast potential for tourism is apparent from the fact that annually, over 1500 million individuals, accounting for more than one-third of the global population, embark on journeys away from their homes. According to estimates, the global population of individuals engaging in vacation travel, both domestically and internationally, exceeds 750 million. The significance of tourism is increasing not just in industrialized and established nations but also in developing countries such as India. The implementation of tourism promotional measures in the country has led to a consistent rise in tourist arrivals and, as a result, an increase in foreign exchange revenues. The tourism business in India holds great significance due to its positive impact on national integration, the preservation of natural and cultural surroundings, and the enrichment of social and cultural symbols such as monuments and heritage properties. The Planning Commission is also contributing to the preservation and promotion of traditional art forms, crafts, and culture within this sector.

The objective of the tourism industry's escalation is to facilitate global foreign exchange, provide job possibilities on a global scale, and primarily focus on the construction of infrastructure in places with potential for tourism. The global expansion of this industry has resulted in increased competition in terms of the range of services offered, the accessibility of these services, and the associated pricing.

Tourism in Vellore District

The advancement of tourism is currently regarded as the primary strategy for fostering economic

growth within a nation. Both academic and practical studies and research on tourism development and its various aspects support the relevance of the tourism industry in both developed and developing countries. Vellore Taluk, characterized by its high population density and lack of industrial development, is an excellent catalyst for the growth of the tourism industry. Tourism commerce has significantly influenced the Indian economy during the past decade, leading to a substantial foreign money influx, a significant increase in employment prospects, and the conservation of natural resources. Several factors contribute to the phenomenon of cosmic growth, with notable examples including the rise in tourist numbers, the increase in the proportion of high-spending tourists, the geographical expansion of tourist numbers, proactive government policies, and the growing interest and involvement of investors. The prominent tourist destinations in and around Vellore encompass the Historic Vellore Fort, Government Museum, Science Park, Vainu Bappu Observatory, and Amirthi Zoological Park, as well as religious sites such as Jalakandeswarar Temple, Srilakshmi Golden Temple, Big Mosque, St. John's Church, Yelagiri Hill Station, and CMCH, which offers exceptional medical care at an affordable price. The city of Vellore possesses a significant cultural legacy. This location boasts over twenty forts and palaces, among them the renowned Vellore fort, constructed in the 16th century and designated as a national monument since 1992.

Statement of the Problem

The occupation of tourism offers valuable and productive chances, particularly for individuals involved in tourism activities. This smokeless industry not only improves their quality of life but also generates cash and employment prospects. In the present-day context of globalization and industrialization, the global community has experienced a significant reduction in size, resulting in a global village. Tourism has been crucial in facilitating the transition of the world into a globalized economy, enabling nations to engage in unrestricted trade and cultural exchange, while also fostering reciprocal advantages through the tourism industry. India is a prominent tourism destination for

international visitors, with particular emphasis on the state of Tamil Nadu, renowned for its abundant cultural legacy within the Indian country. Currently, tourism stands as a prominent and rapidly developing sector within the realm of external economic activity. The nation's robust growth and development rates, substantial inflows of foreign currency, infrastructure advancements, and implementation of novel management and educational practices have a significant impact on multiple sectors of the economy. These factors collectively contribute to the overall social and economic progress of the country.

Vellore is an exquisite destination boasting a plethora of captivating tourist attractions. However, a significant majority of travelers fail to recognize these tourist centers. The district has a modest approach towards natural topics encompassing flora, animals, parks, scenic beauty, and geology. In addition to the abundance of cultural themes such as music, dance, fine arts, drama, architecture, handicrafts, and archaeology, this location also offers opportunities for traditional lifestyles. Vellore Taluk holds a distinctive position within the realm of tourist destinations in India. Multiple locations hold social, cultural, and religious importance. The tourism industry in Vellore Taluk has played a significant role in fostering the overall development of the region. Tourism generates a significant influx of employment opportunities, both directly and indirectly, for numerous individuals. The region's favorable climate, flowing rivers, picturesque hills, dense woods, coconut groves, paddy fields, and flower gardens are significant ecological elements that contribute to the development of tourism. Hence, it is imperative to do an analysis of the economic ramifications of tourism in Vellore Taluk.

Objectives of the Study

The research has been undertaken with the subsequent aims.

- To study is to examine the progression of tourism and its influence on the economic advancement of Vellore District.
- The objective of this study is to examine the pattern of tourist flows in the Vellore Taluk.
- The objective is to identify key economic development factors associated with tourism and

assess the extent of disparities among tourism industry owners and employees.

- To provide suggestions and recommendations derived from the study's findings.

Research Methodology

Sample Size and Technique

The selection of Vellore, a city with a significant socio-economic influence from tourism, was based on reports indicating its popularity among millions of tourists and the inclusion of several tourist attractions in the study. The statistics were obtained from a sample of 100 individuals who were visitors and business professionals at tourism centers. A suitable sampling technique was employed to choose tourist destinations and participants.

Sources of Data

The key units of analysis in this study were the tourists who visited the specified tourist centres in Vellore Taluk. The questionnaire samples were disseminated to both tourists who visited the respective locations and shop proprietors situated in the tourist destinations.

The collection of secondary data encompasses a wide range of sources, including National and International Journals, periodicals, seminar proceedings, conference proceedings, online resources, publications from tourism departments, government publications in India, and theses.

Statistical Tools for Data Analysis

The tools used for the analysis are; Descriptive analysis for demographic variables and t-test.

Limitations of the Study

- The scope of this study is limited to Vellore Taluk only, however the participants included individuals from several geographical regions within Tamil Nadu.
- There exists a dearth of comprehensive documentation pertaining to tourism and overall infrastructural development.
- The generalize ability of the findings from this study to all tourist destinations is limited.

Data Analysis and Interpretation

Table 1 Nature of Tour Wise Classification of Respondents

Nature of Tour	Frequency	Percentage
Pleasure	52	52
Pilgrim	24	24
Study	9	9
Business	6	6
Others	9	9
Total	100	100

The study reveals that among a sample of 100 visitors, 52% are motivated by pleasure, 24% are driven by pilgrimage, 9% are motivated by study, 9% have other reasons, and 6% are motivated by business. The majority of travellers visit Vellore Taluk for leisure purposes due to its status as a prominent tourism hub in India, boasting abundant scenic beauty, natural attractions, and a delightful temperature.

Table 2 Nature of Business/Occupation wise Classification of Respondents

Nature of Business/ Occupation	Frequency	Percentage
Hotel-big	6	6
Hotels-medium and small	5	5
Stationery shop	5	5
Spices Shop	5	5
Handicraft Shop	9	9
STD and internet booths	8	8
Banks	8	8
Studios	9	9
Automobiles	10	10
Tourist information centre	7	7
Government officers	5	5
Ayurvedic centre	6	6
Travel agents	6	6
Paying guest facility providers	5	5
Others	6	6
Total	100	100

Among the sample of 100 participants, it was found that 10% are engaged in the automobile industry, 9% are employed in studios, 9% own handicraft shops, 8% are involved in STD and

internet cafes, 8% are employed as bankers, 7% work as tourist information service centers, 6% are employed at Ayurvedic centers, travel agents, and other related occupations. Additionally, 5% of respondents reported owning medium and small hotels, stationery shops, spices shops, government offices, and lodges.

Table 3 Tourism Contribution for the Employment Opportunities

Employment Opportunities	Frequency	Percentage
Very low	2	2
Low	5	5
Moderate	70	70
High	22	22
Very High	1	1
Total	100	100

The survey data presented in Table 3 provides convincing evidence that tourism serves as a significant source of employment for both local residents and external visitors. The defining characteristic of tourist employment is its reliance on seasonal patterns. The poll unequivocally indicates that 70% of respondents perceive tourism’s contribution to employment possibilities as moderate, while 22% consider it high, 5% consider it low, 1% consider it very high, and 2% consider it very low. The construction of infrastructural facilities generates significant employment possibilities for the local population.

Table 4 Generation of Income to the Local People through Tourism

Generation of Income to the Local People	Frequency	Percentage
Low	6	6
Moderate	72	72
High	20	20
Very High	2	2
Total	100	100

Table 4 illustrates that 72% of the participants believe that the money generated from tourism for the local community near the tourist center is moderate, 20% consider it high, 6% consider it poor, and 2% consider it extremely high. An increase in

tourist influx is likely to result in a corresponding rise in work opportunities for local residents, so contributing to the generation of money. Typically, the revenue generated by tourists for the local population is of a moderate magnitude.

Table 5 Influence of Tourism in Local Industry Development

Local Industry Development	Frequency	Percentage
Very low	1	1
Low	8	8
Moderate	71	71
High	19	19
Very High	1	1
Total	100	100

Among the 100 participants chosen for the survey, 71% perceive the impact of tourism on local development as moderate, 19% consider it high, 8% consider it low, 1% consider it very high, and 1% consider it very low. Tourism exerts a significant influence on the Government, Tourism Department, and private individuals, necessitating the establishment of infrastructural facilities to enhance tourist attraction and therefore foster local development.

Table 6 Contribution of Tourism to Standard of Living of the Local People

Standard of living	Frequency	Percentage
Very Low	1	1
Low	5	5
Moderate	74	74
High	19	19
Very High	1	1
Total	100	100

According to the data in table 6, 74% of respondents believe that tourism has had a modest improvement on the standard of living of the local population. 19% consider it to be significantly improved, 5% consider it to be less, 1% consider it to be very high, and 1% consider it to be very low. Tourism enhances the quality of life for the local population residing in the vicinity of the tourist hub.

Table 7 T-test – Impact of Tourism on the factors of Economic Development

Factors of Economic Development	Mean	SD	Mean	SD	t-value	p-value
Employment	18.59	3.05	18.91	2.63	0.808	0.42
Income	18.51	3.25	18.53	2.86	0.033	0.394
Infrastructure	15.93	2.6	16.94	2.48	3.755	0.257
Local Industry	15.5	3.03	15.97	2.48	1.21	0.228
Standard of Living	15.26	3.45	15.9	3.14	1.401	0.163
Regional Development	21.98	5.22	22.58	4.81	0.862	0.389
Area development	3.13	0.61	3.12	0.63	0.113	0.91

Given that the P value exceeds 0.05. Therefore, the null hypothesis is rejected at a significance level of 5 percent in relation to the variables of employment, income, the market standard of life in the local industry, and regional growth. Regional Development has a higher view compared to other Economic Development Factors, as indicated by the mean score. Tourism plays a pivotal role in fostering substantial development within the vicinity of the tourist hub. Female respondents have a superior opinion compared to male respondents in terms of Economic Development Factors such as Employment, Income, Infrastructure, Local Industry, and Standard of Living, as indicated by the mean score. Regarding Regional Development and Area Development, males hold a more favorable viewpoint compared to females.

Findings

The data reveals that 33% of the participants are within the age range of 26–35. The study sample primarily consists of male respondents, with 68% being married. Additionally, 30% of the respondents hold undergraduate degrees, while 44% are engaged in business activities. These demographic groups were chosen due to their suitability for generating revenue.

According to the findings, 52% of individuals visit for pleasure, 24% for pilgrimage, 9% for educational purposes, 9% for other objectives, and 6% for business-related reasons. The majority of travelers visit Vellore Taluk for leisure purposes

due to its status as a prominent tourism hub in India, boasting abundant scenic beauty, natural attractions, and a delightful temperature.

The data reveals that 10% of individuals are engaged in the automobile industry, 9% are working in studios, 9% own handicraft shops, 8% are involved in STD and internet cafes, 8% are employed as bankers, 7% work as tourist information service centers, 6% work at Ayurvedic centers, travel agents, and other related occupations, 5% own medium and small hotels, stationery shops, spices shops, government offices, and 5% own lodges.

Research has indicated that tourism serves as a significant source of employment for both local residents and external visitors. The defining characteristic of tourist employment is its reliance on seasonal patterns. The poll unequivocally indicates that 70% of respondents perceive tourism's contribution to employment possibilities as moderate, while 22% consider it high, 5% consider it low, 1% consider it very high, and 2% consider it very low. The construction of infrastructural facilities generates significant employment possibilities for the local population.

The survey reveals that 72% of the participants believe that the money generated from tourism for the local community near the tourist center is moderate, while 20% consider it high, 6% consider it low, and 2% consider it very high. An increase in tourist influx is likely to result in a corresponding rise in work opportunities for local residents, thus contributing to the generation of money. For the local population, tourists typically bring in a moderate amount of money.

The study reveals that 71% of the selected respondents perceive the impact of tourism on local development as moderate, while 19% consider it high, 8% consider it low, 1% consider it very high, and 1% consider it very low. Tourism exerts a significant influence on the government, the tourism department, and private individuals, necessitating the establishment of infrastructural facilities to enhance tourist attraction and therefore foster local development.

According to the findings, 74% of respondents believe that tourism has considerably improved the standard of living for local residents. 19% consider it

greatly improved, 5% consider it less improved, 1% consider it very high, and 1% consider it very low. Tourism enhances the quality of life for the local population residing in the vicinity of the tourist hub.

According to the findings, a majority of 63% of respondents perceive the role of tourism in regional development as moderate, while 26% consider it to be good. Additionally, 10% of respondents find it satisfactory, and a mere 1% consider it exceptional. Tourism has a pivotal role in fostering regional development by enhancing infrastructural facilities, elevating the standard of living, and augmenting the revenue of local communities.

Regional development has a higher view compared to other economic development factors, as indicated by the mean score. Tourism plays a pivotal role in fostering substantial development within the vicinity of the tourist hub. Female respondents have a superior opinion compared to male respondents in terms of economic development factors such as employment, income, infrastructure, local industry, and standard of living, as indicated by the mean score. Regarding regional development and area development, males hold a more favorable viewpoint compared to females.

Suggestions

1. The Vellore District is renowned for its own culture and traditions, which have a rich and diverse historical background. The district encompasses numerous unnamed tourism spots that possess significant potential as tourist hubs. Considerable endeavors might be undertaken to foster the growth of tourism in these aforementioned lesser-known or less established destinations. The state government should take decisive measures to establish a sanctuary of enjoyment in Vellore.
2. One of the primary challenges encountered by contemporary travelers pertains to the lack of sanitary accommodations within tourist destinations. The development of tourism in Vellore necessitates the immediate construction of high-quality hotels, restaurants, and comfortable guest houses. It is essential to provide a wide range of utilities such as electricity, potable water, air conditioning, internet access, television,

refrigerators, computers, and other fundamental conveniences. In the meanwhile, emphasis may be placed on enhancing transportation infrastructure.

3. In order to effectively showcase the cultural and historical history of tourism locations, it is imperative to increase the number of certified guides employed. Ensuring the safety of tourists is vital to ensure a pleasant stay for them. High-quality lodging serves as a strong incentive for travelers to prolong their stay.
4. Villore District is renowned for its abundant natural riches. Therefore, it is plausible to advocate for the advancement of novel tourist methodologies such as rural tourism, eco-tourism, and medical tourism, among others.
5. In general, there exists a strong correlation between tourism and purchasing preferences at tourist destinations, as the government imposes substantial taxation on travelers for their purchases at these tourist places. Hence, it is imperative for the government to implement tax easing measures in tourism destinations.
6. It is imperative for the government to engage in research pertaining to the preservation of natural resources and greenery in Vellore, given its significant importance as a tourist destination.
7. The implementation of theme-based travel packages is expected to yield significant and beneficial outcomes. There exist various sorts of tourism, including beach-based, hill-based, heritage-based, religion-based, history-based, and medical-based excursions.
8. Theme parks are the preferred choice for travelers seeking recreational activities. Measures can be implemented to offer advantageous characteristics that will attract a greater number of tourists to Vellore.
9. The implementation of Information Technology (IT) has facilitated the supply of various services, such as automatic reservation systems for hot water facilities, parking spaces, medical facilities, and identity cards for guides.
10. In order to enhance the performance of the tourist department, it is important to develop a tourism consultancy firm.

Conclusion

The abundant and diverse natural resources, including flora, animals, and water, are readily accessible. It is imperative to diligently safeguard and conserve the lakes and beaches in this area in order to fully exploit and utilize the region's tourism potential. Consequently, this facilitates an improved quality of life for the inhabitants, contributes to the conservation of the environment, and fosters the integration of diverse individuals, regardless of any societal divisions. There is an increasing recognition that tourism is no longer limited to affluent or impoverished individuals from specific socioeconomic groupings. Millions of people from diverse backgrounds have already adopted it as a way to satisfy their social requirements and psychological satisfaction. It is now necessary to recognize the potential of tourism in enhancing the country's status and establishing the tourism department as a catalyst for socioeconomic advancement. Although it may not be a universally applicable solution, it is undeniably a potent instrument for addressing various challenges in order to foster the growth of our country.

In order to grow tourism and achieve better synergy, it is imperative for both the Central and State Governments to develop more comprehensive tourism policies and programs that are inclusive. The country possesses an abundance and significant diversity of attractions, resources, and manpower, thereby indicating the absence of any shortfall in these aspects. By capitalizing on the extensive resource reserves of the nation, the tourist sector has the potential to enhance its quantitative performance and resilience, thereby offering a favourable outcome for all parties involved, particularly the general populace.

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Author Details

J. Ammu, Assistant Professor, Department of History, S.S. Government Arts College, Tiruttani, Tamil Nadu, India,
Email ID: vpprabakaran76@gmail.com

V.P. Prince Prabakaran, Associate Professor, PG & Research Department of Economics, Voorhees College, Vellore, , Tamil Nadu, India